

# XXXXX X. XXXXXX

## PROFITABILITY & MARKET EXPANSION THROUGH LEADERSHIP AND CREATIVE VISION

CITY/STATE | PHONE | EMAIL | LINKEDIN URL

Highly accomplished results-driven and versatile global marketing and communications executive who has won multiple awards for creative strategy, vision and staff management/development. Known for the ability to lead teams at a top-30 PR/Marketing agency & Fortune 500 company. **Demonstrated leadership success includes...Elevating Brands**—Development of stories and solutions for some of the largest and high-profile brands across multiple communications channels. **Directing & Leading Teams**—Managing high-performing teams that resulted in exemplary praise through peer and management evaluation. **Building Partnerships**—Executives, managers and all levels of personnel as well as key stakeholders. Creative, organized, imaginative and executes with flawlessness comprehensive plans with consideration of all options.

### Competencies that Drive Strong Business Outcomes

- Corporate Marketing & Communications
- Comprehensive Global Brand Campaigns
- Creative Development & Management
- Integrated Communications Campaigns
- Market Research & Competitor Analysis
- Brand Building & Positioning
- Product Value Proposition Creation Process
- Strategic PR Media Relations
- Staff Management, Team Development & Growth
- Multi-Million Dollar Budgets
- Relationship Building (Internal/External)
- Project Management, Methodologies
- Marketing Automation & Social Media Platforms
- Trade Shows, Events, Sponsorships

### A Career of Delivering Increased Profits and Shareholder Value

XXXXXXX, Branding, Communications & Marketing  
Owner, Consulting Business Leader

2016 - Present

Consultant where my expertise has been retained to assist B2B and B2C clients build and improve their global marketing and communications functions related to: Planning, Processes, Reorganization, Internal Strategy & Execution.

- Development of plans to enable commercial success across multiple business lines.
- Introduces new processes, better team efficiency and staff ability to work cross-functionally in matrixed environments.
- Led internal communications strategy and implementation plan for a large healthcare provider.

XXX XXXXX, Richmond, Virginia

2008 - 2015

Director, Marketing Communications

Charged as a member of the global Marketing Communications Leadership Team and performed as the lead of a 6-member team for this Fortune 500 Packaging Company. Accountable for the full cycle rebranding and launch initiative resulting in the success for 9 business units. Known as the 'go-to troubleshooter' for all issues related to the business units.

- **BRAND LAUNCH**—Executed a fully integrated marketing communications campaign including a 'Brand Journalism' program; message and content development for inclusion across major social media channels (Twitter, LinkedIn, YouTube, Pinterest).
- **NOMENCLATURE PROCESSES**—Enabled new product go-to-market visibility; increased business unit, legal team, and agency partner's alignment. Realized a budget savings of \$3M (over 3 years) by developing Improved work flow and turn-around times systems. Additional Process Development: Creative briefs, agency briefing sessions, status reports and "after action" reviews.
- **LONG-TERM MARKETING PLAN DEVELOPMENT**—Saved \$6M; created a 3-year plan for a new global trade show marketing program (accomplished over 18 months) including digital and social media strategies, public relations and employee communications.
- **BUSINESS UNIT LEADERSHIP**—Developed the team from the ground-up as a marketing/business development facing team within each of the 9 business units; centralized all roles during the transition to corporate shared services model.
- **OVERSAW CROSS-FUNCTIONAL TEAMS/ROLES**—Marketing/sales materials, website content, media relations/PR, digital/social media marketing, video/motion graphics, trade shows and experiential marketing, white papers, content marketing, direct & electronic mail, advertising, training materials & product value proposition development.
- **ANALYSIS & REVIEW**—Conducted extensive review and analysis of each of the unit's business plans — developed individual strategic communications plans that enabled each business unit to meet its commercial/business goals.

XXXXXXXXXX XXXXXX Richmond, Virginia

1997 - 2008

Vice President & Owner, 1997 – 2007

Responsible for the “roll-out” of new products and programs for this Top 30 PR & Marketing Agency’s top clients that realized millions of dollars of revenue and massive brand awareness. Led the agency in the areas of B2B communications and B2C sponsorship, event marketing, and training. Member of the leadership team & Board of Directors. Oversaw internship program for 10+ years which resulted in significant success of many entry-level new hires (annually).

#### **NASCAR NEXTEL CUP**

Led Team that Developed and Launched ‘Largest-Ever Sports Sponsorship’ Campaign

- Devised, developed, and implemented a cohesive integrated communications plan that significantly drove the consumer preference of NEXTEL products and services.
- Added 100K+ new subscribers (within first 6 months), doubled market share (during first 2 years) and generated 800M targeted impressions equalizing \$152M in value.
- Drove 2M+ consumers toward promotions success with 15%+ entering via NEXTEL handset.
- Successfully transitioned sponsorship to Sprint after the merger with NEXTEL and continued growth of the sponsorship.

#### **ADVIL**

Developed and Executed Consumer-Focused Programs

- Program success included the distribution of 15M samples directly in the hands of consumers, sales increase by 19.5% during the sampling period, 80M+ media impressions that exceeded the goal by 100%.
- Increased sales by \$5M per year (during the April – June promotion period) through sponsorships and events.

#### **CAPITAL ONE**

Developed Comprehensive Sponsorship Initiative

- Designed sponsorship initiative that enhanced the brand including existing sponsorships in college football.
- Created the Mascot Challenge—Received recognition by *Sports Business Journal*—“Capital One has an interesting approach – associating their brand with the height of college football bowl season. It leverages their overall media spend to deliver exposure in a relevant time and manner with an audience they are trying to reach.”
- Drove 10M unique web site visitors, 15M+ online votes, 100M media impressions in the first 2 years.

#### **Account Lead**

1991 - 1997

Led the team that oversaw the agency’s largest client – directed in the development of a fully unified and comprehensive B2B corporate communications program.

- **MEDIA TRAINING DELIVERY**—Trained 100+ executives and other employees who were a part of several companies.
- **COMMUNITY RELATIONS PROGRAM DEVELOPMENT & IMPLEMENTATION**—‘Responsible Care’ (Chemical Industry Program) for Ethyl Corporation and Albemarle Corporation.
- **CRISIS COMMUNICATIONS**—Planned and led the training and implementation of multiple crisis plans at each facility.
- **INTERNAL COMMUNICATIONS**—Led the relocation program for a division of Ethyl Corporation – meeting 100% of employee retention goal.

#### **Educational Background**

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Bachelor of Science (Mass Communications) – Virginia Commonwealth University

#### **Awards/Recognition**

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PR News Platinum Award, IABC Silver Inkwell Award of Excellence & PRSA Medallion – Sprint’s NASCAR NEXTEL Cup Best in Virginia – Dominion – XXXXXXX; Virginia Tourism Corporation; Virginia State Fair Park; Advil Western Open  
PRSA Award of Excellence – Dominion – XXXXXXX  
CIPRA Award of Excellence – Ethyl Corporation Crisis Communications Plan

#### **Technical**

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Design Graphics, HTML, Microsoft Office, CRM Software (Act, Goldmine, AMS, Salesforce, etc.), Google Analytics, Adobe Creative Cloud, Acrobat & Photoshop